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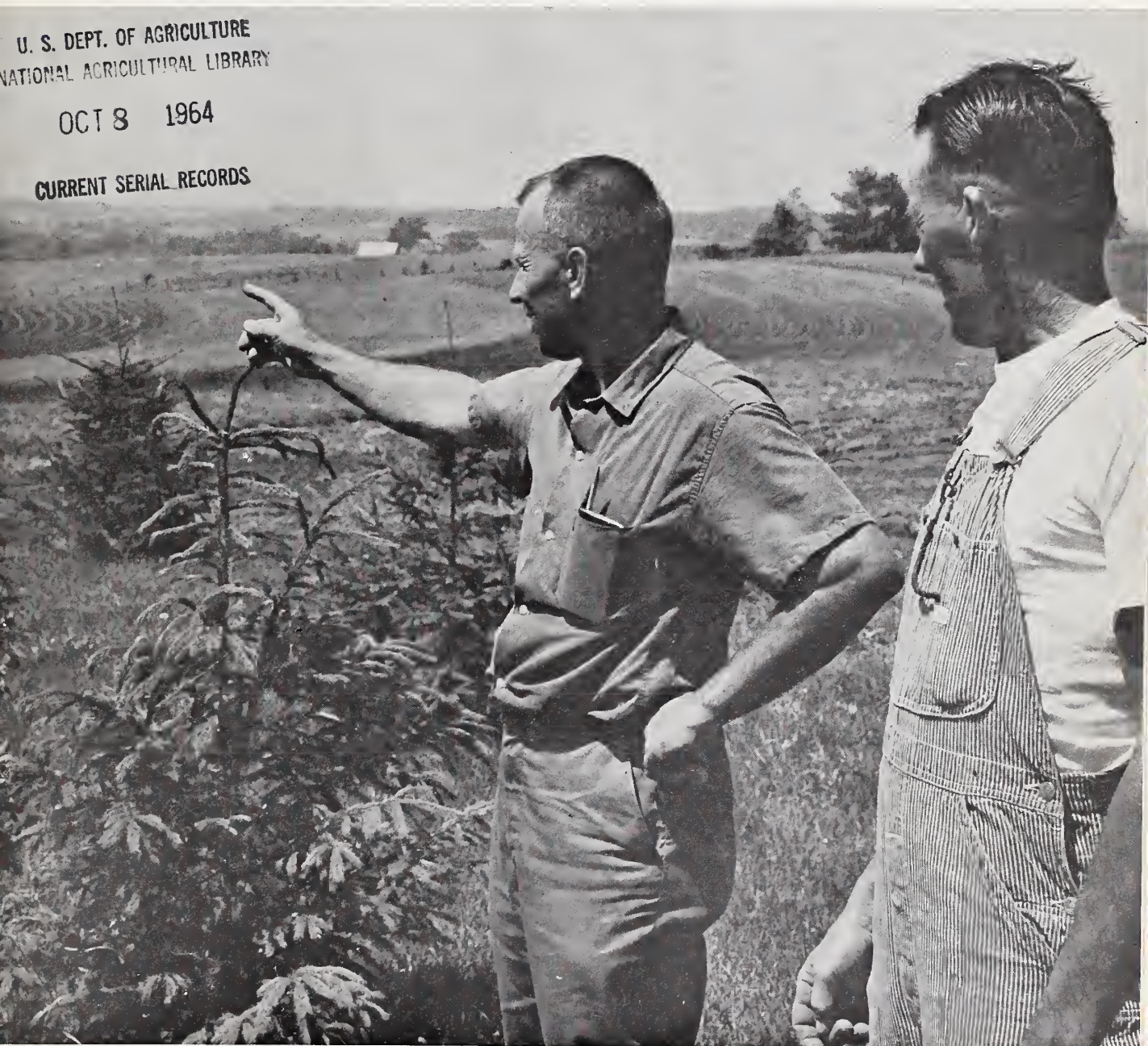
EXTENSION SERVICE

REVIEW

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CURRENT SERIAL RECORDS



in this issue

Management Education for Farm Couples
Mississippi Health Program
Work with Kona Coffee Growers

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Secretary of Agriculture

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EXTENSION SERVICE

REVIEW

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EDITORIAL

National Farm-City Week is coming round the mountain. It begins November 20.

The need for Farm-City Week is possibly greater now than at its inception. Farm people and agriculture as a whole play a far more important role in the National economy than most city people realize. The decrease in farm population and in number of farms leads some urbanites and suburbanites to conclude that farming and agriculture aren't as important as in the past. Quite the contrary is true. Feeding a Nation of 192 million-plus people that in not too many years will hit the 200 million mark is something to crow about loud and clear. Add to that farm-produced fibers and you have a story that doesn't need any embellishments. And don't forget U.S. agricultural exports whose impact both at home and in other lands is so far reaching.

On the other side of the coin, farm people need to be more aware of problems confronting city and suburban dwellers. A good part of their free time is spent in getting to and from work. These, and other problems, have been complicated in recent years by smog that is too thick to breathe and not thick enough to walk on.—WAL



Trash dumping along the highway is too common.

Home demonstration health program sparks countywide action

by HELEN N. MAINES, *Simpson County Home Agent, Mississippi*

RESULTS of health education are not often immediately apparent, but a project carried on in Simpson County, Mississippi over a period of 10 months in 1963 has already yielded tangible results. It has also awakened a personal and community health consciousness that will continue to pay off in improved health.

After a study of the Overall Economic Development Program for the county, I asked the Extension health education specialist to aid in planning a health program. Since this specialist is jointly employed by the State Board of Health and the Extension Service, she suggested that we enlist the cooperation of the county health officer for firsthand knowledge of county health needs.

When the county home demonstration council met in late 1962 to plan its 1963 program of work for the 13 home demonstration clubs, it chose to include not one but all six subjects suggested by the county health officer. The subjects were diabetes testing, sanitation, safety in the home, safety on the highways, nutrition, and home care of the sick.

The specialist, the health officer, and I worked closely in making final plans for the program and selecting people to present the various subjects. All of the assignments were accepted by members of the State and county health departments.

Response to the first of the countywide programs on diabetes testing held in February was almost 100 percent.

The sanitation programs in March

spearheaded a movement that has had far-reaching effects and made Simpson County a pace setter in refuse disposal in Mississippi.

During the month two health department men visited all home demonstration clubs. At each meeting they distributed and discussed pamphlets concerning sewage, water, and the refuse problem. As a result of these meetings, the planned countywide refuse disposal survey was undertaken with community support.

The actual survey got underway on April 8, when health department members began traveling all community roads, gathering facts and taking slides to present at a countywide meeting.

Among the 103 persons who attended the county meeting on April 18 were all members of the county board of supervisors, the mayors of the two largest towns, and representatives of both county papers. Keen interest was manifested by the fact that all present offered their services to correct the conditions described and shown by the slides.

Committees were appointed in various areas to find locations for sanitary landfills or specific dumping sites, thereby eliminating roadside dumping. The County Coordinating Council, with members from all agricultural agencies, offered a prize of \$25 to the community establishing the first landfill site in the county. This first landfill built to serve a strictly rural community in Mississippi was in Harrisville.

Twelve communities have desig-

nated landfill areas and six were in use by December. The Bouie Boosters 4-H Club has a landfill in use in its community. The countywide goal is 40 landfills.

In addition to the home demonstration club members, assisting with the program were 4-H, FFA, the County Coordinating Council, Health and Welfare Committee (RAD), Board of Supervisors, technical panel of the Simpson County Development Council, Farmers Home Administration county supervisors, and the Simpson County Development Council, of which an associate county agent is executive secretary.

Other health education programs conducted through the year were almost equally as successful, although in a less tangible way. Accident prevention consultants of the State Board of Health conducted programs on safety at home and on the highways.

The nutrition program was expanded to include the use of commodity foods among the welfare groups. Local health nurses conducted programs on home nursing.

In evaluating the program, two things stand out: (1) the opportunity to work cooperatively with the health department and (2) the development of an awareness of the health problems in the county plus what can be done as individuals and groups to resolve them.

Our women were making this a continuous effort by projecting the health and safety information gained into all areas of home demonstration programs and projects. ■

training for recreational development

The tourist dollar is spent more than twenty times before it is finally deposited.

by HENRY W. CORROW, *New Hampshire Extension Editor*

■ Another valuable educational feather is being added to the caps of New Hampshire's county agricultural agents and county foresters.

On-the-spot training in helping the operators of income-producing recreational development was tucked under the hatbands of service-minded Cooperative Extension Service personnel during a 2½ day tour of some of the State's topflight resorts.

And, in a day-long session at the University of New Hampshire, the foresters absorbed more useful tips on how the outdoor recreation business is financed.

These are part of a long-term, concentrated effort in support of Rural Areas Development. They're designed to add additional advisory potential to the already extensive educational services of the Extension Service.

Purity Spring Resort in Madison in the heart of the Granite State's famed White Mountains was host to the 20 agents and foresters and supporting specialists, guests, and administrators on June 3. Here they were brought up to date on their part in assisting landowners to convert to multiple uses former agricultural land, buildings, and forests.

They heard New Hampshire Extension Director, Samuel W. Hoitt, set the stage. Then Malcolm I. Bevins, University of Vermont economist, pointed out that with more camping in New York State than in the twin States of Vermont and New Hampshire, there's a great incentive in trying to bring some of these tourists farther east. But both public and private recreation development is needed. The State of Vermont spends \$1,000 per campsite but Bevins feels private developers can do it for less. And income per site can be as high as \$100 and 50 percent occupancy can be expected. Liability insurance would be about \$5 per site and, if there is swimming, this cost would rise. With his own labor used, the owner should be able to set up a campsite for between \$300 and \$500. Bevins advised his audience to give those who want to get into recreation

the whole picture including the cost-return relationship.

The personality of the owner is most important, emphasized Purity Spring operator Milton Hoyt who fielded questions on management pitched by his visitors.

A briefing the following morning brought the latest information on roadside vegetation control and a run-down on electronic farm accounting. Leslie Clark, Society for the Protection of New Hampshire Forests, and Extension Economist Silas B. Weeks, did the honors.

At Ossipee Lake Camp Ground, first stop on the tour, owner Urbain English has, since 1956, built up a 180-acre complex containing 140 sites for tents, trailers, and shelters. English offers eight motel units, a recreation hall, small restaurant, and a beach. He charges \$2 per day per site per family; \$100 for the season, and pays \$5 insurance per \$1,000 of business liability. English, who is treasurer of New Hampshire Campground Owner's Association, maintained that training sessions for campground operators are needed. He hires no salaried help during July and August and realizes 100 percent occupancy. For this he expects to carry on promotion work noting that if campers don't seek out the site it isn't a good one. Costs to get a water supply here average about \$75 per site with plastic pipe costing not over \$10 per site and there's a toilet for every five tents.

Farm family vacations and skiing are the double attractions at Rock House Mountain Farm, Eaton, where John Edge, who once ran a sporting goods business in New Jersey, can house and feed 50 people. The Edges, who began operations in Eaton with a more traditional dairy venture, now rent ski equipment to use on their rope tow in winter and horses for their trails in summer. Edge, who said he can't run horses only part of the year economically, rents the animals for \$250 during the warm months. He charges \$1.50 for guests per hour, \$2.50 for outsiders. Ski poles and boots rent for \$5 for the weekend or \$14 per week. The equipment costs \$90. The poles and boots will last about 5 years.

Twenty-five children can enjoy the farm at one time. The operators feel the environment is an excellent experience for the youngsters. The farm's reputation is partially based on this. The original idea of the owners was the purchase of an inn catering to the general public. After considering several in North Conway, the Edges settled in their present location.

Numbers are impressive at Purity Springs, the Extension workers found. Its King Pine Ski Area's chair tow has a 900-per-hour capacity. There's a rope tow, a base lodge and snack bar and capacity for 50 lodgers. In Hoyt's boys' camp at Madison, 105 can be accommodated and 40 girls can enjoy the facilities of their own similar setup. The planned area was established by Hoyt's family in 1895 with youth quarters added in the early 1930's and skiing opening up in 1939. Expansion will feature a series of family-owned chalets near the slopes. Presently, Hoyt hosts 170 ski reservations per winter. The owner, a former public school teacher, returned to run Purity Springs in 1947.

Observation of recreation sites gave way to useful theorizing during the agent's evening hours. Weeks explained budgetary procedures, defined accounting problems such as fixed and variable costs and told how resort operators might handle capital and opportunity costs on their books.

New England, with 6 percent of the Nation's land and 25 percent of its population, has the land and recreational demand, said Steven Foster, project landscape architect for the State Planning Project. He said forest practices are not conducive to recreational use, that recreation is concerned with the visual effect. What's needed, he continued, is the identification of user demands and budgeting to satisfy these.

The vacationer has money to spend if the services provided are worth it. Foster outlined the trend toward: increased governmental activity on all levels in expanding recreational areas, increased cooperation between all government agencies in this, and more public control as year-round activity increases in locations used as free time centers. There's a great need for a refinement of land management policies, he concluded.

"The tourist dollar is the most active dollar spent; over 20 times before it's deposited," Miss Mildred Beech, Executive Secretary of the Lakes Region Association, told the group. She warned her hearers against establishment of recreational areas which are too small to be put into operation. Foresight is needed since once an attraction is established, motels, guest homes and other businesses spring up.

The resort trade cannot be built on a shoestring, she added, and employing unskilled labor has detrimental effects. Seasonal employees can be brought into the market but during spring and fall they may be at loose ends for work. This can affect the community adversely.

A family summer cottage colony is Transvale Acres, Conway, where 36 dwellings are valued for tax purposes at about \$140,000. In 1954, the agents were told, the total value of land and buildings in the farming area was \$6,150.

In the first stage of development, the Big Bear Ski Area, Bartlett, sits astride 715 acres on Mount Attitash.

Here the Bartlett Recreation Development Corporation has put up family-owned chalets. The owners plan four major trails, a 6,200-foot double chair lift, a 3,500-foot T-bar lift, and a 600-foot beginners lift. In the future it's planned to build a base lodge costing about \$485,000 or a smaller project with fewer slopes including a T-bar, base lodge, and parking area costing \$150,000. Bartlett, a winter sports center, had in 1960 a total of 1,013 persons, 3 industries employing 70, at least 15 motels, and between 6 and 10 ski clubs which own buildings in town.

Sharing in the initial tour and training session on invitation were representatives of Extension's colleagues in RAD, the Soil Conservation Service, Forest Service, Farmers Home Administration, and the Maine and Vermont State Forest Services. Arrangements were made by Arthur G. Dodge, Carroll County Forester, who with John F. Damon, County Agricultural Agent, are leaders in county RAD activities.

Buttressing what they learned on location with in depth information, the county foresters gathered at Durham on June 23 for their second instructional period—this time on ways to finance an outdoor recreation business.

Speakers were drawn from a broad cross section of New England's economic sector. Opening speaker, Earl F. Pettyjohn, RAD program leader from the Federal Extension Service, outlined the need for more input and output research in the resort field. He offered FES help in area or State training meetings and noted that, unfortunately, there are now only a limited number of Federal bulletins available on recreational subjects. "In the wake of demand for camping, hunting, and other facilities," he said, "it's important that families and communities consider adjustments in attitudes as well as facilities as the influx of vacationers brings change in local living conditions during certain months."

Said Kenneth Feldhusen, Vice President of the Concord National Bank, "Recreation is going to be a big lift to New England. But farmers need more fiscal education and more planning ahead for needed funds."

Distributing a recreation business file to the foresters was Silas B. Weeks, Extension RAD Coordinator for New Hampshire. Included were three pieces of training material: Using the Budget as an Analytical Tool for Evaluation of Recreation Businesses, An Exercise in Forward Accounting for a Recreation Business Enterprise, and a Recreation Business Analysis.

Five basic types of insurance for recreational enterprises were described by John A. Perkins of Perkins and Prescott, the final speaker. Defining insuring as "spreading the risk," Perkins said insurance is intended to protect one's finances in case of loss and is not a source of profit for the insured.

New Hampshire agricultural agents and county foresters have for 3 years cooperated with county RAD committees and have been active in arranging educational programs and giving technical advice to all who are interested in turning their suitable rural lands into profitable attractions for the year-round tourist and recreational business. Other training workshops are planned for the future. ■

Kona Low-Income Coffee Growers "Look Up"



Florio Sebay is one of the 13 farmers who took part in the first training project. He is shown with his wife and daughter in his coffee orchard.

THE publicity about Kona in Honolulu, is that this rugged, beautiful, coffee-growing, western coastline of the Big Island of Hawaii is developing. Tourists are coming and hotels are being built. Coffee prices look good this year, farmer cooperatives are working on quality control and promotion, and the agricultural outlook is optimistic. "Mainland interests" are looking the place over and new capital may come in.

The figures show that Kona's average annual income is \$5,710, the highest for any rural area in the State and \$844 more than the average for the County of Hawaii, where Kona is located.

All this is so, but it is so in the same way that the U.S. is maintaining its position as the most prosperous nation in the world, and there is, at the same time, a "poverty problem." Local leaders—Extension agents, government agency representatives, and businessmen—know that among Kona's people are those who can barely speak English, who have no modern plumbing in their homes, and who are lucky if they earn more than \$1,200 a year.

The average figures are deceptive. By rough but informed estimates, half of the families in Kona live in substandard homes with incomes averaging from \$600 to \$3,000 a year.

The real-life poverty hidden in the figures is nothing new. Low coffee prices, marginal farms, and lack of skills resulting in low family income and underemployment were some of the factors cited to gain designation of Hawaii County for assistance under the ARA in 1961.

A significant result of this designation was that many in Kona resented the publicity that theirs was a "depressed community" and began organizing their efforts to prove that

by BLAINE BRADSHAW, *Extension Rural Areas Development Specialist* and JEAN A. GUTIERRES, *Training and Communication Specialist, Hawaii*

the area has been developing and, moreover, had much potential for further growth.

With the support and cooperation of government agencies at all levels, and stimulated by Extension workers, key leaders formed a community committee devoted to economic development. Called the Kona Rural Areas Development Committee, it had a membership truly representative of the various segments of the Kona socioeconomic picture. By May 1962, a County Technical Action Panel had been formed, members had a handbook explaining the RAD concept, and subcommittees were engaged in constructive work on economic development.

One of the first jobs of the committee—to survey resources and identify the problems of the area for an overall economic development plan—taught members to appreciate the problem of poverty in Kona. It was clear that no neat program-package would solve the problem because so many diverse factors were implicated.

For example, Kona coffee prices are determined by world prices—and no one along the coast pretends to be able to "do" much about that. The marginal farm may be the result of bad farming practices, but often, it is the result of poor soils, unusually bad weather, unexpected insect damage, and other natural

conditions—and the farmer can control these only in limited fashion.

The lack of know-how may be because the farmer hasn't kept up with the fast pace of agricultural technology. But in Kona, at least, it is too often because of the farmer's lack of basic education. Roughly one-fourth of the estimated 800 coffee farms in Kona are operated by Filipino immigrants, who are unable to take part in Extension's farm education program for lack of schooling.

The problem of poverty in Kona will be solved slowly, in small steps. Even then, only some aspects of the total situation seem to offer themselves to a programed solution. RAD committee members realized this and took their opportunities where they found them.

The training provisions of the ARA Act seemed one such opportunity.

Extension agents, vocational agriculture instructors, and the Experiment Station superintendent, worked with leading farmers and developed a course outline. State Department of Education administrators and Employment Service officers structured the curriculum and developed the logistics of the course. Technical Action Panels, both county and State, supported the idea. Approval to use ARA funds finally did come and the first group of farmers began its training in January 1964.

The approval was to train 30 farmers—much too few, but still something, representing a small step forward. To keep the class small enough to enhance learning, it was decided that the farmers would be taken in two groups. Selection criteria were clearly laid down.

The trainee would have to have less than \$1,200 annual net income; he must own, rent, or lease coffee land and be engaged in coffee production; he must have a yield below the Kona average of 2,689 pounds of parchment coffee per acre; he must pass an oral examination, be willing to attend classes, and agree to use the improved practices he learned.

The training was set up to last 16 weeks for a total of 640 hours of instruction. Ten hours a week would be in basic English (reading and writing) and 10 hours a week in techniques of coffee culture (planting, controlling weeds and rodents, pruning, fertilizing, harvesting, processing, marketing).

Because the land used for coffee is usually also suitable for the production of macadamia—a tree bearing delicious nuts with economic potential—a total of 90 hours was set aside for macadamia production and 100 hours for farm management. The sessions would make up a 40-hour week and would be held in the classroom and in the field. Those who qualified and were accepted for training would receive subsistence pay of \$39 a week.

In the first group of 13 farmers finally selected, 10 were Filipino. That this ethnic group would dominate the class was fully known in advance, although the training was carefully set up for the low-income farmer, with no ethnic qualification. In fact, as soon as the target audience was determined, planners knew that they had to structure their training for the Filipino grower.

There is no question that the Filipino coffee grower in Kona sorely needs assistance. He is a farmer who probably had little, if any, formal education. (It is known that roughly 70 percent of the Filipino growers are illiterate.) He speaks Tagalog, a dialect of the Philippine Islands, and manages to get around in the community with pidgin English. (By rough estimate, less than

10 percent of the Filipino growers are able to speak English.)

He is probably an alien and past 50 years old. (The average age of the group selected for training was 56 years.) If he knows about government assistance to farmers, he could not qualify for those programs with citizenship requirements.

Brought to Hawaii to work in the sugar plantations, the Filipino farmer was laid off because of increased mechanization of sugar production. Then he probably got a short-term lease on a 3-acre farm—a lease he took up possibly because low world prices of a few years back, combined with increased cost of chemicals and labor, forced someone to sell. His entire job experience has been in some form of agriculture, but he knows almost nothing about the highly-specialized coffee industry. Consequently, his coffee yields are sometimes 50 percent below average.

The job of training a group of such farmers was turned over to two remarkable teachers.

One was Kaoru Uyeda, a young man who has the ability not only to teach techniques of coffee and macadamia culture, but also to develop a strong teacher-pupil relationship, such that the trainees buckled down to work. He is known to have gone on with his class demonstration in the rain. He expected the most from his students, and in return, his students tried hard to measure up.

An observer remarked that even now, after the training is over, the farmers who took part still look upon Kaoru as teacher. When he visits their farms—which he does frequently—they expect reprimands for sloppy work. Satisfaction and a sense of pride were evident in Kaoru's report to the Kona RAD Committee that 13 out of 13 macadamia grafts made during one training session "took."

Mrs. Margaret Cagampang, the second teacher, was interpreter for Kaoru and also taught basic English, a part of the course that was regarded as essential.

After talking to Mrs. Cagampang, one comes away with the impression that she is motivated by a profound sense of responsibility to the Filipino in Kona. From firsthand, day-to-day living with these farmers, she knows that they need—and want—help. She

is able to give numerous examples of farmers who want to learn to read and write desperately, whose shame and pride force them away from strangers, but who come to her, a friend, for private help.

These two teachers, as a team, worked diligently with the 13 farmers for 16 solid weeks, fully aware that this was a kind of test project. In the process, they learned that this type of adult teaching, at once vocational and basic, can become an important, specialty field of education.

After the first group was trained, they had solid experience to offer against the opinion held by some educators that the very low rung of the economic ladder is usually occupied by people who are "unreachable" and probably "unteachable."

The opinion of one official involved in the training is that in the first group are a few farmers who might very well become future leaders in the Kona coffee-growing community. The claim may be extravagant, but it reveals the enthusiasm that the project has generated.

The immediate prospects are: (1) that the coffee yields of these farmers will go up in the next 2 years; (2) that a few will continue working on their reading and writing in night classes; (3) that some will work toward citizenship; and (4) that almost all will be, in their own neighborhoods, unofficial promoters of the virtues of education for economic betterment, however, late in life it might come.

Testimony of the last point was made when the 13 farmers held a graduation banquet-luau with money they had saved and chipped-in from their subsistence pay. At the luau they received with obvious, unashamed pride, the first certificate of learning they had ever earned.

The second group of 17 farmers is now undergoing the same training program. The difference between the two groups is in the climate. These trainees seemed to anticipate the training more eagerly than the first: the instructors and planners seemed less apprehensive about the success of their work. The climate, in a word, was hopeful, as all concerned watched a handful of Kona low-income coffee growers "look up." ■

IOWA is many things. It is a land of rich agricultural resources lying between two great rivers. It is a State of lush green pastures on rolling hills, of level prairies with straight long rows of tall corn, of abundant cattle, hogs, and sheep. Its soil is the richest in the world.

Iowa, too, is a land of people—some rich, some poor, and many in-between. Even with all this abundance it has its problems—social and economic in nature. We have our poor and needy just as does every other State. We all have known the poverty of the depression days and we recognize rural poverty as well today. For too long we have just ignored poverty with the hope that some day it would just disappear. Herein lies a group which needs Extension's help; however, too often this group is most difficult to reach.

Extension workers always seem to be searching out new audiences. This was the case when our former County Home Economist, Mrs. Shirley Stakey, happened

a county director views work with LOW-INCOME FAMILIES

to discuss the Extension Program and its offerings with the local public welfare worker.

As a result of this discussion a new group of low-income families was reached in our county for the first time. A series of four lessons on the preparation and use of commodity foods was given by the county home economist. The lessons were well received by the low-income families. It soon became evident that these people wanted more help from the Extension Service, especially in the area of makeover clothing.

The request was incorporated into the normal county program planning process. This was given approval and support by the County Extension Council. The Council further suggested that other low-income groups within the county might benefit from this program as well.

Help was received from Miss Opal Roberson, Extension Specialist in Textiles and Clothing. At an office conference with Miss Roberson and the county Extension director, plans were made to formulate a clothing workshop of six sessions for the low-income families. It was decided that additional families suggested by the Farmers Home Administration Supervisor, and the county Extension associate working with Farm and Home Development couples, be invited to attend the workshop. They would be included in the group along with the women suggested by the public welfare worker.

It was further decided that if this were to be a sizable group, additional leaders would be needed to assist in the organization of the workshop, and to provide personal assistance in teaching sewing skills to some of the women who needed such help. A group of five Farm





by DAVID R. MAY / *Adams County Extension Director, Corning, Iowa*

Bureau women who had attended a previous Extension leadership training program volunteered to help.

The local Singer Sewing Machine Center at Creston, Iowa cooperated in the project by loaning portable sewing machines for the six weekly sessions. The Farm Bureau Office provided the meeting place and the churches provided old coats and suits to make over into fine garments for children.

At the first meeting 35 women, many young mothers with small children, came to get information on the problems involved in making over clothes. They found out what could be done about these problems and how they could be helped. The group decided how often to meet and how to proceed. The workshop continued for five sessions, held weekly with 22 women participating. The group decided to work on clothing construction, putting emphasis on "New Ways with Cast-A-Ways." A target date for completion of the made-over garments was Easter 1964.

As the workshop continued and clothes for the small tots gradually took shape, many articles of clothing of excellent quality were made. In addition to actually learning sewing skills, however, the women themselves received something which was much more important—and which none of them had previously thought too much about. It was the feeling of new friendships and understanding and a realization that someone really did care what happened to them. They needed status in their community just as much as any one else does. They wanted their children properly dressed for school and Sunday School.

After the final workshop session it was suggested that a style revue could be held. This idea was quickly accepted. A potluck dinner was planned, and the women brought their husbands and children, grandparents, and relatives. Following the dinner the youngsters modeled the clothes their mothers had made. It was heart warming to see the gleam in the eyes of these children as they proudly modeled their new suits, coats, and dresses. Prouder still were Dad and Grandma and, of course, Mother too. This was our first experience working with low-income families as a group.

An interesting point was brought out by Mrs. Loren Fuller, one of our local volunteer leaders. She said that these women needed clothes for their children, and even though some of the completed garments cost \$1.42 for a child's coat or 88c for a little girl's dress, these people wanted their children properly dressed. But even more, they needed the feeling of being accepted by others in the community.

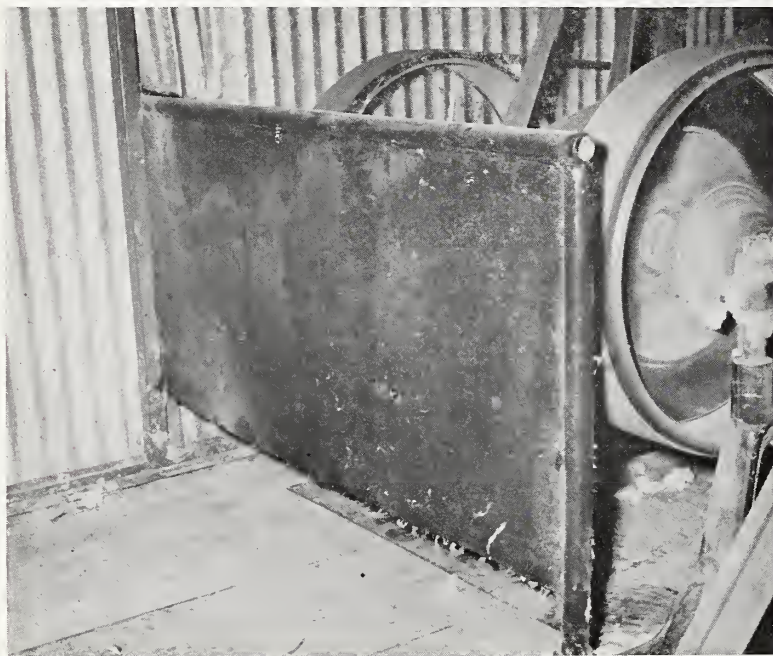
It was readily agreed that we in Iowa do face a new challenge as field staff members and specialists in working with low-income people.

Programs are already being planned in home economics for next year with an ever-expanding group.

Other areas which are being considered are pattern alterations, refinishing old furniture, and buymanship of secondhand home furnishings and appliances.

This has been a most rewarding experience for the Adams County Extension Staff because these people appreciate so much what the Extension Service has done for them. ■

Something to think about...



UNGUARDED HORIZONTAL BELT DRIVES

THE UPPER photo shows damage to metal wall by flat belt drive. Fortunately, no one was hurt. The lower photo shows metal guard which now prevents such dangerous action by broken belts or laces.

By A. M. Pendleton, Extension Ginning Engineer, USDA

That's the title of a regular feature I have been preparing for a biweekly trade magazine. I believe this method of using pictures to present an idea is extremely effective. Each picture shows only one or two ideas or practices that will benefit the audience toward which the series is directed. Words are used only to focus attention to the specific idea included in the photograph—and to point out the advantages of its adoption.

The primary purpose of this particular series was to gain acceptance of certain basic safety principles in many of the Nation's 5,000 cotton gins. The medium chosen, therefore, was the official trade magazine of the cotton ginning industry which is read by management and operating personnel throughout the Cotton Belt.

After preparing this photo column for more than 6 months, I think that this is an excellent method of presenting new ideas to a specific clientele. Many simple ideas, and these are often the best, can be adopted immediately. Others will create an interest so that the "how-to-do-it" can be handled by usual Extension methods and activities.

As this series progressed, I received many valuable suggestions from co-operating State Extension specialists and county agricultural agents for enlarging its scope and effectiveness. These include pinpointing interesting research, applying new methods, and emphasizing the *timeliness* of adopting specific practices. There are many other possibilities.

Finally, most of these photographs were taken for other educational purposes in the course of my usual Extension work. They were *in my files* ready to give the *extra educational effort* made possible by the photo column series.

Do you have photographs in your files which may help sell the ideas you have been working to get across? Would some variation of this photo column device help your photographs present their ideas more effectively? ■

IN THE eastern part of Elmore County, Alabama lies a distinctively rural community called Flatrock. The 78-family community is surrounded by neighborhoods of 40 families who participate in some of the area activities. Flatrock's economy is based on small farms and an increasing number of part-time and full-time jobs.

Just a few years ago Flatrock thrived on an individual action program for solving problems. The single exception to this was church affiliation. Thus, when the evolution in rural life came, the community began dying because of its weak economic base and almost nonexistent leadership. People began migrating, housing was deplorable, community services were hardly available, and income was at an all-time low.

The county agent and the home demonstration agent recognized that something needed to be done. Having already organized club work in the community, they introduced to club groups the policy of solving problems through community action. This idea had dynamic appeal.

Because people showed high interest in this action policy, Roscoe Lee, County Agent, invited Rev. V. A. Edwards, Director of Religious Extension at Tuskegee Institute, and me to talk with community groups on community development. Through the joint efforts of these two agencies the community experienced constant guidance in developing understanding, unity, and trust. These essentials for mutual problem solving have been the basis of better community and family life at Flatrock.

The first rallying point of this program involved the church. The three community churches made tremendous physical and organizational accomplishments. The Flatrock Baptist Church, for example, secured and recorded deeds. (This process revealed, unaware to the membership, that two acres of land had been deeded to the church.) Further, the church structure was completely renovated and redecorated inside and outside. A deep well was dug and a water pump and baptismal pool installed. Butane gas heating was also installed. Finally, an educational annex was constructed.

Programwise, church services were



Mrs. Lillie Mae Thomas discusses plans for improving her home grounds with Elmore County Agent Roscoe A. Lee, and Home Agent Eindie M. Frazier.

a community that wouldn't die

by GRADY W. TAYLOR, District Extension Agent, Tuskegee, Alabama

extended from one Sunday to two Sundays per month. Sunday School is operating on a 52 Sunday per year schedule instead of only during good weather seasons. An active youth program was started; in fact the entire organization of the church was revised.

Similar progress—made by the other two churches, Mt. Zion No. III Baptist Church and Oak Valley Methodist Church—shows up in renovated and reorganized programs.

Within the last 5 years several communitywide programs were initiated. An improved cemetery program is one. Mr. Hampton Mitchell gave the cemetery land. A cemetery committee, assisted by the county agent, laid out new lots and relaid existing lots. Voluntary labor made the initial development, but the maintenance was financed by community families paying \$2 a year.

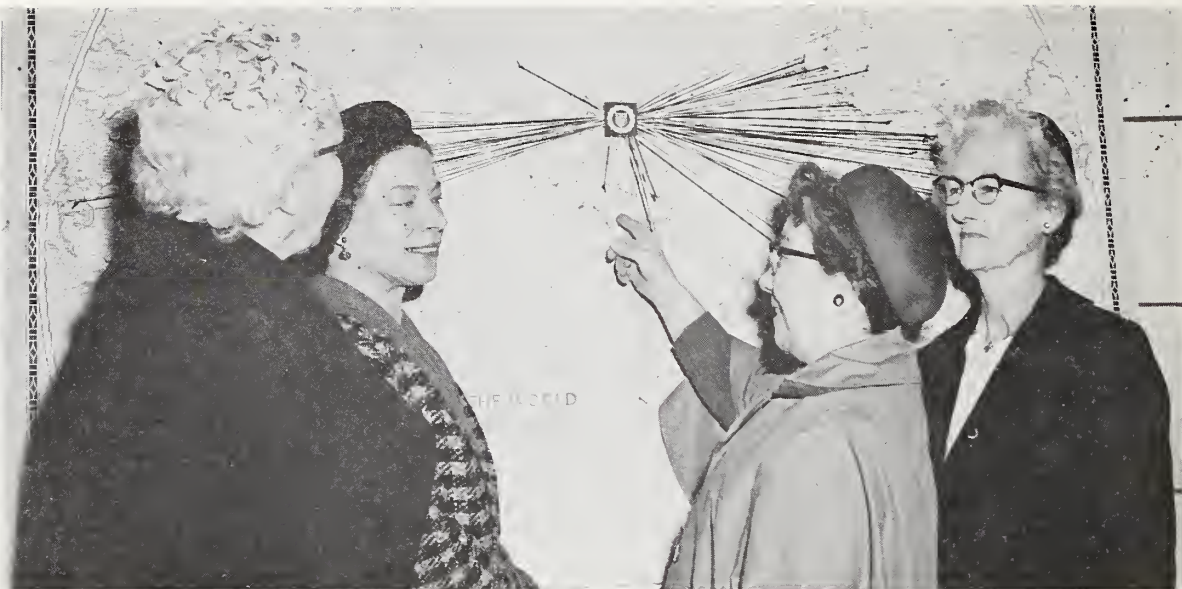
The community club obtained the local school building which had been abandoned for consolidation and developed it as a community center. During the year, the building was used as a meeting place for the home demonstration club, a nearby church, a kin-

dergarten, and other groups. The kindergarten is conducted by Mrs. Hampton Mitchell, a retired school teacher who is doing the community and working parents an invaluable service.

Although farms in Flatrock are quite small, full-time farmers and a growing number of part-time farmers have increased yields through improved practices. Cotton yield last year was 581 pounds, and corn yields were up to 58 bushels per acre.

Fifty-eight families, over half the families in the large community, have either built new homes or remodeled old ones. This and other community improvements were made possible through increased income from improved farming and off-farm work.

It is extremely significant that community projects have solved many of Flatrock's economic and social problems. But still more significant was the development of strong leadership and cooperation in the community, for inevitably these driving forces will perpetuate the growth of Flatrock through future generations. ■



Ladies attending the Institute examine world map showing countries employing home economists from Cornell.

Farm and Home Week Grows Up

New York State College of Home Economics sponsors an annual Institute for Community Leaders which has acquired some new audiences and at the same time held on to traditional ones.

by **EMILIE T. HALL**
*State Leader, Extension Teaching
New York*

SEVERAL YEARS AGO the faculty of the New York State College of Home Economics at Cornell University realized that the program the College offered as part of Farm and Home Week was no longer appropriate to present-day needs. After some experimenting, an annual Institute for Community Leaders was developed. The first one was held in 1961.

Sponsored by the College of Home Economics alone, the Institute presents a fast-moving 1-day program dealing with an issue vital to the welfare of families. Attendance ranges from 700 to 1,000. The program includes a luncheon to which Dean Helen G. Canoyer invites key leaders from around the State. Proceedings are multilithed and sold for a dollar. One or two regional follow-up meetings held in other parts of the State are sponsored by the local county home demonstration department in cooperation with other community organizations.

The first Institute dealt with "Families in an Interdependent World." For it were assembled speakers of National renown . . . a sociologist to discuss the impact of the world situation on families; a newscaster who

spoke of the world economic situation and its effect on families; and three members of our faculty who discussed home economics as it crosses cultures in terms of scientific exchange and technological changes.

The second Institute, "The American Family: A Critical Appraisal," was dedicated by Dean Canoyer to the Land-Grant Centennial as "one way in which this College strives to conserve and cultivate civilized values and human resources." Again authorities of Nationwide reputation including a member of our faculty, were assembled to discuss the American family from the point of view of disadvantaged children, working mothers, and citizen responsibility in a democracy.

After this Institute a follow-up meeting was held in Syracuse where 135 community leaders attended a dinner meeting and program focused on issues facing Syracuse families. The Onondaga County Home Demonstration Department, the local Cornell Woman's Club, and the local chapter of Home Economists in Home-making sponsored the event, with the home demonstration department as the working hub of the group.

"Follow-up" television shows

The 1963 Institute addressed itself to "Family Housing: Critical Needs and Issues," focusing on shelter and care of the aging and community planning for housing needs. In Syracuse a follow-up evening meeting on local housing problems attracted 60 community leaders. In Buffalo, a television program on housing was presented by Mrs. Mary Switzer, a retired home demonstration agent and coordinator of Extension television programs for a Buffalo station.

Using a 15-minute television film "Aging and Independence," made at the College by two professors of housing and design, plus a panel of Buffalo persons whose primary interests were in housing and related areas, Mrs. Switzer narrated a half-hour Sunday afternoon program estimated by the station manager to have an audience of around 950,000. The movie has since been used by television stations in Binghamton, Rochester, and Watertown.

The 1964 Institute was titled "The American Consumer: A Critical Appraisal." Speakers were distinguished economists, including Dean Canoyer who was chairman of the Consumer Advisory Council appointed in 1962 by the late President Kennedy.

Responsibility for the 1964 follow-up sessions was assumed by the home demonstration departments of five counties. Niagara County organized a television panel on consumer behavior. Albany, Rensselaer, and Schenectady Counties sponsored a public meeting on "Consumer Sovereignty, Real or Imaginary?" Nassau County held a meeting on "Consumer Dollars and Sense," that attracted 175 persons representing civic and government organizations. Coverage was excellent.

Support from county home agents

The Institute as it now exists could not have been possible without the cooperation and support of the home demonstration agents. They back us up on publi-

city not only in their newsletters but also in the local media: they bring local leaders to the Institute and some have even brought local reporters with them.

In addition to Extension support, the Institute has the backing and cooperation of the College Alumnae Association. The latter sponsors an "early bird" dinner and program the night before the Institute. Many organizations such as the League of Women Voters, New York State Congress of Parents and Teachers, Inc., and the New York State Council of Churches have given support by publicizing the Institute in their State publications.

The home economics part of the old Farm and Home Week program used to generate news releases covering everything from frozen foods, manmade fibers, laundry appliances, and parent-child relationships, to dating, parent-teenager problems, and what makes a marriage succeed. To this smorgasbord of information was added a fashion show.

Expanded press coverage

By contrast, the Institute provides material for only two or at best three major releases, but these are widely used. *The New York Times* among others, this year carried long releases on the Institute for two consecutive days. Two syndicated services, three large dailies, a Northeast farm paper, and a National home economics magazine had representatives at the Institute.

On the basis of experience with previous Institutes, it is safe to say that for at least a year we will receive requests from publications here and abroad for some information or comment that originated at the 1964 Institute. Part of this continued interest will have been engendered by the press packets distributed immediately following the event and containing complete texts of all speeches as well as the releases.

When the printed proceedings were distributed in midsummer there was a renewed flurry of interest and requests. In fact, proceedings from the three previous Institutes are still in demand.

One criteria for the Institute was that it should be designed to reach community leaders and others in a position to pass on the information and thinking it generated. How well we have succeeded in meeting this criterion was indicated by an analysis of registration for the 1963 Institute on housing. In the audience were bankers, merchants, and architects. Insurance and real estate were represented. There were persons from government agencies including county boards of supervisors, public health and welfare, relocation agencies, and urban renewal groups. Community and social agencies and educators, including Extension personnel, were present.

It seems reasonable to expect that the 1965 Institute, with nutrition as its theme, will attract some of the same audience, but there will be others too, whose interest primarily is in nutrition, just as in 1964 many in the audience were primarily interested in people as consumers of goods and services.

Thus it appears that the Institute is fast becoming a device for reaching new as well as the more traditional audiences. ■

Management Education for Farm Couples

In the past 4 years, more than a thousand Wisconsin farm couples have participated in this series of management meetings.

by **ROBERT RIECK** Extension Economist, Farm Management, Wisconsin

Wisconsin Extension agents have been working toward developing a particular "breed" of farmer—the kind who appraises alternatives carefully, then derives a plan for coping with changes in farm conditions, or for using new technology. It's a complicated business—even for the agent—but through the use of management meetings, farm visits, and a well-organized plan Wisconsin agents are scoring a number of successes.

Take the case of Joanne and Elling Sherry of Ferryville. In 1958 they settled on their hilly 97-acre farm in Crawford County, and faced a difficult challenge in hoping to support a family of four while paying off the farm debt. In 1960 Hubert Hafs, Crawford County Farm Management Agent, helped them make a complete farm business analysis and gave them new ideas for analyzing management decisions and planning ahead.

The Sherrys sharpened their management skills in a series of six step-by-step management meetings. Along with other families in their group, they (1) set goals, (2) evaluated their resource potential and pinpointed problems in their business, (3) weighed alternatives for improving income, (4) planned ways to get the most from family living expenditures, (5) appraised their long-run family insurance needs, and (6) prepared a money plan for the year ahead.



The Sherrys feel the management skills they developed through these meetings contributed to their later success. After the 1960 management meetings they established strip cropping and grass waterways to improve use of their limited, hilly cropland. Elling kept machinery investments at a minimum and concentrated on building up crop and livestock efficiency—coping with the problem of skyrocketing costs. Today his operating expenses are low compared to other dairy farms and returns are correspondingly high—about \$180 per acre gross.

Efficiency like this has helped the Sherrys pay off their farm debt in 6 years, and to build a new three-bedroom home on their hillside farm.

The Sherrys have reciprocated by offering their cooperation to the Crawford County Extension Program. The Sherry farm has been used for many field demonstrations and has served as headquarters for an Extension field day. Of course, these demonstrations of new technology help keep Elling up to date with farming methods, though he reads farm papers and educational material a lot, too.

The close cooperation of people like the Sherrys with Extension was fostered greatly by the interest which Extension showed in them and the opportunity it provided for them to actively participate in the series of management meetings.

Another Crawford County couple who benefited from attending a management series are the Peter Dillenburgs. They are planning and improving family living steadily from their \$40,000 farm investment. The Dillenburgs bought their farm in 1960 and have doubled net income during the past 3 years, but still have big plans to accomplish. They may choose between expanding their hog enterprise or nearly doubling their present herd of 25 dairy cows.

It will take good management either way and it will mean removing a flood hazard on about 60 acres of low cropland that is not now available for cropping. They feel this step is necessary in order to accomplish their long-term income goals to better provide a satisfying living for their five sons and a daughter.

The Dillenburgs attended a management series in 1962. During the second meeting of that session they completed an analysis of past farm records and compared these against profitable income standards for the future. They were stimulated to make some changes following the series.

They began keeping individual production records on their dairy herd and have since improved their forage quality and feeding system. In spite of generally declining milk prices in Wisconsin during the last 2 years the Dillenburgs have man-

aged to substantially improve their farm income, after starting at a very low level.

The Dillenburgs now make a habit of trying things out on paper before they make major changes. In fact, Pete said they almost always budget ahead before applying for new farm credit. Their present buildings are old and need modernization and expansion in order to complete their plans. Since they can expand either in hogs or dairying, they must plan carefully before investing in new buildings. At present they plan to specialize in dairying. In 1962 they built an additional silo and have since added a silo unloader to save labor. Labor already limits the amount of expansion in livestock that Pete can consider.

The Dillenburgs, with the help of the grandparents, do a substantial amount of home gardening to cut their family food expenses.

Part of each management series is devoted to family living needs. The home economics agent presents information on how to use consumer credit, how to cut food expenses, and other items of particular interest to the specific group of farm couples.

At the sixth meeting each family ties together a money plan for the year ahead. It reflects the goals the family decided upon and the changes planned to increase income. Such a plan may be extremely useful

or even necessary to obtain credit for carrying out expansion or improvement plans. Betty Dillenburg is keeping a record of 1964 family living expenses for the first time to check the outcome of their financial planning.

In most of the management series more than half of the time is spent in small group discussion with each farm couple doing pencil work on their own operation. Some counties devote as little as 20 percent of the classroom time to lecture. Couples work with case farm exercises as well as their own farm. Each couple is asked to bring information from their home farm to the meeting, but they usually complete their pencil work at home.

In 30 Wisconsin counties more than 1,000 farm couples have participated in these management series during the past 4 years and about 90 percent of them received planned follow-up visits by an Extension agent after the series.

In addition, agents offer further assistance when families need to gain confidence or extra know-how in using newly acquired management methods. Families are alerted to adjust plans to meet emergency expenses or price drops.

Agents must stimulate farm couples to do their own planning if education is to be successful. This often requires a considerable amount of homework by families. However, agents take pride that plans developed by Wisconsin families are those of the farm couples themselves and not of the agent. The agent's primary role is that of an educator, not a personal advisor.

Farm couples, like the Dillenburgs and the Sherrys, are typical of many young farm people in Wisconsin. They do not represent the largest commercial dairy farms of the future or even of the present, but they make the most of the resources they have.

When their goals change, technology changes, or cost-price relationships squeeze too tightly, they will be in the habit of appraising their alternatives carefully and planning ahead to make the next adjustment. Also, many become leaders in the community, as well as in Extension activities. Pete Dillenburg is

Most of the farm couples received a planned follow-up visit from the county agent (left) after attending the series of management meetings (below).



active with watershed planning for flood control, which will influence future development of his own farm, as well as others in this community.

Education in management does not stop with Extension management meetings like these, it starts. Besides teaching specific analytical and budgeting methods agents want to stimulate families to be inquisitive about new information and the economics of their decisions.

Farm management agents in Wisconsin want to improve on their management meetings too. They would like to accommodate larger groups (currently 6-10 couples) but they like to spend group time getting families started on solving their own problems. They also want to begin a new series for more advanced commercial farmers who need economic information and understanding of economic principles and meth-

ods for evaluating costly technology and adjusting to highly mechanized operations. Also, low-income farmers could benefit from educational assistance in evaluating farm and off-farm opportunities.

Future management education will make increasing demands on the farm management agents. However, progress made by couples like the Sherrys and the Dillenburgs makes the challenge a living reality. ■

CO-OP MONTH

This is Co-op Month and has been so designated by a number of States. It is being recognized by the USDA with an exhibit in the Department's patio plus 3 weeks (October 5-23) of other types of activities oriented toward cooperatives.

Fittingly, the theme of the patio exhibit is *Cooperatives-USDA Help Build A Better America*. Exhibits and programs will relate to these main points.

- a. Cooperatives assist in raising farm income.
- b. Cooperatives help bolster the economy of rural areas.
- c. Cooperatives pioneer in providing quality products to consumers.
- d. Cooperatives aid in developing international understanding.

The Federal Extension Service will have an exhibit depicting programs which are being carried out by various States. Included will be such examples as: Youth work and cooperatives; workshops and seminars for managers and directors; work with producers as they evaluate need for a cooperative; and educational programs for cooperative managers and employees to increase service to members.

During the 50 years of Extension no single group—in or out of Extension—has done more to assist farmers in organizing their own marketing and purchasing cooperatives than have county Extension workers. Such co-

operatives as Grange League Federation (GLF), Mississippi Federated, Pacific Supply, Land-O-Lakes, to mention but a few, can find their origin in the interest of a county agent in strengthening the farmer's income.

During the past five decades, Extension educational programs relating to problems of cooperatives have broadened far beyond the "organizing" stage. Today, educational programs are carried on to cope with such problem areas of cooperatives as: Efficiency, transportation, member relations, market development, pricing, and quality control.

Some of the most effective programs of Extension are the seminars for directors based on a pilot project conducted for FES by Oregon State University. In 2 years, 41 States have conducted such seminars and over 12,000 managers and directors have attended. And, many production specialists and county agents work directly with field staff and scientists of cooperatives in such programs as genetics, nutrition, fertilizer recommendations, and farm management.

Much emphasis, too, is being given to mergers and consolidation of cooperatives and cooperative facilities. The pace is quicker and the distances are time-shorter, but the objective of *increasing farm income* remains the same. Farmer-owned cooperatives continue to be an important tool toward this objective.—Paul O. Mohn, Federal Extension Service ■